

SINGLE-TASKING

not multitasking

Research shows that switching off between email and WhatsApp, answering a call and working on a presentation equates to losing 10 points of IQ (which is equal to not sleeping for a week). Our brain needs time to recover from each distraction (up to 24 minutes!) and this is really not productive. Even if we think we are more productive and creative when we multitask, this is proven to be incorrect. We must focus on one task at a time.

